

Conference Paper

Increasing Innovation and Social Media Marketing Among Women Entrepreneurs in Kampung Kerupuk Surabaya

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ABSTRACT

Women in the society 5.0 revolution have a tremendous opportunity due to gender equality to express themselves and follow their passions. Activities related to domestic affairs do not prevent women from growing. This is evidenced by the growth in Micro, Small, and Medium Scale (MSMEs), which are 90% owned and operated by women. Meanwhile, the difficulties experienced by women are considerable. One of them is the low competence required to conduct business through social media marketing. Women still have a minor role in technological advancement. On the other part, social media is a way to establish how well women can actualize themselves by creating a solid identity. In addition, social media is also another tool that is used by woman entrepreneur to promote their businesses and expand their market share. Therefore, this community service project aims to increase the knowledge and expertise of women entrepreneurs among MSMEs in Kampung Kerupuk Surabaya in using social media platforms like Instagram for both personal branding and product promotion.

Keywords: Social media marketing, MSMEs, woman entrepreneur, empowerment, innovation

Introduction

Micro, Small and, Medium Enterprise (MSMEs) have an important influence on the economic growth of a country (Oduntan, 2014; Widayani et al., 2017) In a dynamic and competitive superior environment, MSMEs have more flexibility and as agents of change (Audretsch & Thurik, 2011). In developing countries such as Indonesia, MSMEs play complementary to large industries in job creation, income distribution as well as economic growth and are key players in local economic development and community development. However, the challenges faced by MSMEs that play a role in the creation of a workforce and fair distribution face many problems. One of them is the lack of managerial ability by MSME owners. Whereas the management competence of business owners is needed especially in dynamic environmental changes, changes in the market environment, technology, and competition by offering extraordinary opportunities.

Meanwhile, according to the Secretary of the Minister of Cooperatives and Small and Medium Enterprises of Indonesia, Arif Rahman Hakim said that 64.5 percent of MSME actors in Indonesia are women (Kompas.com). That is, in this case, women have a considerable influence on world civilization. The presence of the Industrial Revolution 5.0 era should be able to be used and managed properly by women because it has promising prospects. This is characterized by the rapid development of information and communication (ICT) technologists who facilitate the process of retrieving, disseminating, and presenting information can be done quickly and accurately. Mastery of information and communication technology provides wider opportunities

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to advance and improve the quality of life. These symptoms include being characterized by many sources of information through social media, such as YouTube, Instagram, and so on.

Today, the struggle for equality between women and men has become a global issue, but the gap in access and mastery of information and communication technology between women and men is still quite large. Data from the International Telecommunication Union (ITU), shows that the percentage of users of information and communication technology for women is still lower than that of men. This gap is caused by the low education of women, thus hindering digital literacy because accessing the Internet requires at least literacy and language knowledge. The inhibiting factors of women in developing countries in the mastery of information and communication technology are education, literacy, language, time, cost, and social and cultural norms. Women entrepreneurs in developing countries face several hurdles, ranging from discrimination and social constraints to restrictions on making decisions, working, and traveling (Terjesen & Elam, 2012). Therefore, it is important that women entrepreneurs need to understand a greater ability to manage companies.

In an effort to overcome all obstacles or obstacles to the business being run, MSME women entrepreneurs need control over their entrepreneurial activities, to increase business success and sustainability, and have confidence in carrying out their business activities. Amalia and Handoyo (2018) state that several previous studies have found that empowerment can be used to predict the emergence of innovative work behaviors. Innovative work behavior includes a series of activities aimed at the introduction, development, modification, adoption, and application of ideas, in other words, innovative work behaviors can be seen as a successful application of creativity and something that can produce economic added value (Amalia & Handoyo, 2018).

Along with the growth of MSMEs in Indonesia, there needs to be a balance with the behavior of protecting the earth from business people and consumers. This is because the production process and consumptive behavior of the community often do not pay attention to environmental sustainability. The government with the Economy Green Sustainable (EGS) policy invites all industries and MSME players to encourage the creation of creativity and innovation so that the business is run and does not pollute the environment. Women MSME entrepreneurs in this case can create products by utilizing the results of household or business production waste. For example, recycling waste cooking oil or commonly called used cooking oil is used as a product of high selling value. According to the results of Erviana et al. (2018), it is stated that used cooking oil can be processed into environmentally friendly laundry soap.

This community service activity aims to empower business actors in responding to these challenges. This activity is implemented especially for women entrepreneurs by providing training on making laundry soap from used cooking oil and social media marketing to promote their products. Seeing the fact that there are women's business groups in Kampung Kerupuk Surabaya that the sales of their products are still limited to word of mouth, traditional markets, and souvenir shops. This is because women entrepreneurs in Kampung Krupuk Surabaya have not utilized internet access and the digital world to support their businesses. In addition, the used cooking oil they produce from the production process and households are only sold at a very low price.

The benefits of this activity are as follows. (1) For the government, as input to community empowerment programs based on local wisdom of a region. (2) For the agency of a region, it becomes a superior program in empowering women in an area and a program that produces the efforts of women housewives who can expand their market share. (3) For the community, it becomes a means for the community, especially female citizens, to develop their potential and improve the welfare of the residents of an area (4) become one of the sustainable women's empowerment training models in the context of the independence of women citizens.

Material and Methods

Based on the identification of the problems faced, programs are proposed based on problem-solving methods that are as appropriate and relevant to the problem. This activity will take place on Tuesday, May 17, 2022. This PKM activity is located in Gunung Anyar District, Surabaya, with a more specific target of participants, namely women who have businesses. The methods used include:

1. Socialization of the impact of the dangers of used cooking oil waste;
This program aims to provide socialization or counseling and an understanding of the dangers of using cooking oil waste for health and the environment. The program achievement indicators are based on the level of understanding of women entrepreneurs towards the dangers of used cooking oil waste which can be demonstrated through the ability of participants to answer the questions of the speakers.
2. Training on Making Used Cooking Oil Soap based on Environmentally Friendly
3. This program aims to foster a culture of environmental love based on the Zero Waste Industry which consists of reducing, Reuse, and Recycle (3R) so that used cooking oil as production waste has a high economic value. Women entrepreneurs can develop used cooking oil laundry soap products as creating products that are superior to their business in addition to selling crackers. Indicators of the success of this program can process used cooking oil waste into *Zero Waste Industry-based* soap independently and sustainably.
4. Socialization and Social Media Marketing Training
5. This program aims to increase the understanding of women entrepreneurs regarding personal branding and strategies for marketing products through social media. This program is integrative community empowerment. Indicators of understanding are assessed using questionnaire instruments before and after counseling.

Results and Discussion

Indonesia has great potential in utilizing used cooking oil to reduce the risk of adverse environmental impacts that are often simply thrown into the sewer. In 2019 Indonesia's cooking oil consumption produced 13 million tons of Indonesian-used cooking oil. Used cooking oil is used oil used for household and industrial use. Used cooking oil can be reused or recycled to become something harmless to both the human body and the environment. The use of used cooking oil waste has proven to be able to create a creative economy for an environmentally friendly community, as well as being used as raw material for various kinds of products of economic value. For example, in the results of research conducted by Kusumaningtyas et al. (2018); Erviana et al. (2018); Rozaq & Laksanawati (2018); use waste is used cooking oil as raw material for soap making.

Used cooking oil solid soap pays great attention to the aspect of sustainability by making household waste in the form of used cooking oil into a product of selling value. The sustainable aspect also becomes this product Eco-Friendly for sanitary purposes. This product in addition to having a power cleanser and has aesthetic value in terms of shape, color, and aroma that can be adjusted to consumer interests (custom-made). In addition, this product also helps reduce the production rate of used cooking oil waste which is vulnerable to polluting ecosystems both land and water.

Digital marketing focuses on the exploitation of digital technology in achieving company goals more effectively by meeting consumer needs. Meanwhile, according to the American Marketing Association (AMA), digital marketing is any form of institutional activity and process carried out through the use of digital technology in communicating and conveying values to consumers and other parties (Kannan & Li, 2017). Sholihah and Mawardi (2021) mentioned that a reliable way to market products is to use social media because the price is very affordable and accessible to society at large. In addition, social media is alleged to be able to help MSMEs in product marketing activities (Elena, 2016). The study was strengthened by the statement of the Minister of

Cooperatives and SMEs of Indonesia Puspayoga, that MSMEs in Indonesia in the implementation of marketing strategies and product branding must use internet media because the use of the internet can increase product production and sales (Purwana et al., 2017).

The activity has several stages of implementation, namely, the Survey Stage, the Program Implementation Stage, and the Final Activity Report Preparation Stage, which can be explained more fully as follows:

1. Survey Stage

The first survey was conducted on Friday, April 22, 2022, namely a preliminary interview with the head of the Surabaya Cracker Village MSME Group, Mrs. Nozarul Inayah. From the results of the interview, namely from all women in RW 04 Gunung Anyar Tambak Village, Gunung Anyar District, there are approximately 15-20 women who have businesses, of which the majority have food businesses in the form of crackers. All sales of these products are still traditional, in the sense that they have not applied social media for their promotion. The types of cracker products sold are raw crackers and cooked crackers. Processed crackers are provided by various variants ranging from shellfish, shrimp, ordinary *payus*, special *payus*, dragon fruit, strawberry fruit, guava fruit, carrots, onions, spinach, and *payus* fish which are typical of the production of the area fish crackers, shrimp crackers, fruit crackers, and various other types of processed crackers.



Figure 1. Cracker products and cracker production process of women entrepreneurs kampung Kerupuk Surabaya

- a) The site review for the first PKM activity was carried out on Friday, April 29, 2022. The review of this location took place at Balai RW 04 Gunung Anyar Village, Tambak Gunung Anyar District. Based on the results of the site review, our group was recommended to carry out activities on Wednesday, May 17, 2022, at the house of the Head of the Surabaya Cracker Village MSME Group, Mrs. Inayah, because the RW hall was being renovated. The document is presented in Figure 2 as follows:



Figure 2. Site review

2. Program implementation phase

The first activity carried out was to provide socialization about the impact of environmental hazards and training on making processed used cooking oil products into environmentally friendly laundry soap. This training process was followed by all PKM participants, namely women entrepreneurs with enthusiasm.



Figure 3. The process of making used cooking oil soap

In Figure 3. It is the process of making used cooking oil soap by inserting all the ingredients one by one in the used cooking oil that has been rarefied before. The used cooking oil had been rarefied one day earlier using banana peel. Furthermore, in this PKM activity, the used cooking oil is added with caustic soda, dyes, and fragrances and then stirred until it thickens.



Figure 4. The enthusiasm of the participants in participating in the training

In figure 4, it can be explained the enthusiasm of women entrepreneurs in following the process of making environmentally friendly creative products, namely used cooking oil laundry soap. Women entrepreneurs practice directing the processing of used cooking oil waste into soap.



Figure 5. Molded used cooking oil soap

Figure 5 is used cooking oil laundry soap that has been printed and is ready to be dried manually for several days. The printer used can be made of plastic or glass. After the soap liquid is put into the printing house, it is immediately heated directly using the help of sunlight



Figure 6. Socialization and social media marketing training

Figure 6 is socialization and social media marketing training. Initially, participants were given education about the types of social media that can be used to market products along with their advantages and disadvantages. Furthermore, participants were given a briefing on how to optimize personal social media to form personal branding through ideas for creating interesting content. Such as ideas for cooking content, taking care of the household, or their daily activities as women entrepreneurs. Next, participants were given training and assistance to create business accounts on Instagram social media, increase the number of followers, and create interesting product content such as strategies to take product pictures, set post showtimes, and more.



Figure 7. Product shooting results

Figure 7, it is the result of training activities on shooting techniques with digital camera media and cellphone cameras which are related to adjusting the shooting angle and light when shooting. Participants are asked to take turns and then choose one of the best photos to upload to their business social media.



Figure 8. Group photo

3. The last stage of the Service activity is reporting. All activities have been reported, in the form of reports in the form of articles and participating in community service seminars, publications in print and electronic mass media, Youtube, log books, and activity banners.

Conclusion

Some participants became open to insights about business opportunities and were able to innovate from utilizing production waste, namely used cooking oil, into high-value products. Participants were interested in continuing the idea of making used cooking oil soap to increase business income. In addition, women entrepreneurs began to dare to start offering products through social media and took orders. Of all these potentials, there are still shortcomings that our team found, including that women entrepreneurs find it difficult to manage good time management to create content on social media during their busy work taking care of their household activities and businesses. In addition to time, women entrepreneurs find it difficult to find content ideas for personal branding. Some participants felt less confident in front of the camera and could not communicate on social media. For example, for selling with Instagram Live or making captions about the products being marketed.

There are several obstacles or technical shortcomings when the team performs service in the field, including limited space constraints when conducting socialization and training. The development possibility that our group team has prepared for the next stage is to help make training and practice in making product packaging that is more attractive and has a high selling value when sold conventionally or online public speaking, and matters related to affiliate marketing programs. This is because affiliate marketing through social media can also be an alternative solution to the use of social media for women who lack confidence in appearing in front of the camera but are still effective in providing additional income.

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